

MLAIP™

info@MLAIP.com

626-532-7371

1629 K Street NW # 300, Washington, DC, 20006, USA
 1039 S 21st Street #1, Omaha, NE, 68108, USA
 1824 Store Street Floor II, Victoria, BC, V8T 4R4, Canada

PUBLISHED HOURLY RATES (USD)

PERSONAL	RATE		COMMENTS
Matthew Leaper, Registered Patent Attorney	\$ 400	per hour	At or below market rate.
Associates of Matthew Leaper	\$ 200	per hour	Megan et al.

TRADEMARK DEVELOPMENT SERVICES (USD)

BRANDING

PROFESSIONAL SERVICES	PROFESSIONAL FEE		COMMENTS
Brand & Logo Design Coaching	Hourly		DIY brand building sessions
Brand & Logo Selection Services	\$ 3,000		Turnkey brand & logo design
Brand Guide Development	\$ 2,000		Summary of marks, logos, colors & fonts

RISK MANAGEMENT

PROFESSIONAL SERVICES	PROFESSIONAL FEE		COMMENTS
Trademark Knockout Search Report	\$ 300		Quick search via TESS
Trademarkability Search Report	\$ 900		Detailed search via TESS and Google
Foreign Language Equivalence & Search Report	\$ 500		Detailed search of global databases
Global Brand Clearance Search Report	Hourly		Detailed search of global databases
Global Trademarkability & Clearance Opinion	\$ 3,500		Written legal opinion
Trademark Monitoring & Reporting	\$ 100	per month, per mark	Monthly report for competing apps

DOMAINS

PROFESSIONAL SERVICES	PROFESSIONAL FEE		COMMENTS
Domain Acquisition from a Domain Registrar	Hourly		Search, buy, and hold
Domain Acquisition from a Third Party	Hourly		Turnkey domain acquisition
Opinion of Legal Basis for a Domain Dispute	\$ 1,200		Written legal opinion
Domain Dispute Proceeding under the UDRP	\$ 3,000		Minimum upfront retainer

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US TRADEMARK APPLICATIONS (USD)

FILING & PROSECUTION

US TRADEMARK APPLICATIONS	GOVERNMENT FEE	PROFESSIONAL FEE	COMMENTS
US Federal Trademark Application - Intent to Use Basis	\$ 250 per class	\$ 1,250	Selecting from available class descriptions
US Federal Trademark Application - Actual Use Basis	\$ 250 per class	\$ 2,000	Preparing a statement of use
US Federal Trademark Application - Custom Description(s)	\$ 350 per class	\$ 2,000	Additional time for custom descriptions
Madrid Protocol Application - US Designation	See below for a per country estimation tool		
Upcharge per additional class (any application type)	\$ -	\$ 150 per class	Additional time for additional descriptions
Trademark Assignment Agreement	\$ -	\$ 450	Includes execution via DocuSign
Recording an Assignment Agreement with the USPTO	\$ -	\$ 150	Additional work for additional descriptions
Receiving, reporting, and responding to an Office Action	\$ -	Hourly	Est. cost of between \$1,000 and \$3,000
Petitioning the USPTO Director	\$ 250	Hourly	Est. cost of between \$1,000 and \$3,000
Trademark Consent & Coexistence Agreement	\$ -	\$ 900	Negotiating & filing the agreement
Statement of Use	\$ 100	\$ 900	Preparing and filing the statement
Six Month Extension to File Statement of Use	\$ 125 per class	\$ 200	Docketing, payment, and reporting
Ex Parte Appeal Fee and Appeal Brief Fee	\$ 425	Hourly	Preparing and filing the papers

MAINTENANCE

MAINTENANCE OF FEDERAL REGISTRATIONS	GOVERNMENT FEE	PROFESSIONAL FEE	COMMENTS
Section 8 Affidavit Filing (5y Declaration of Use)	\$ 225	\$ 500	Docketing, payment, and reporting
Section 15 Affidavit Filing (5y Declaration of Incontestability)	\$ 200	\$ 300	Docketing, payment, and reporting
Combined Section 8 & 15 Filings	\$ 425	\$ 600	Efficiencies from the combined filing
Section 9 Renewal Application (10y)	\$ 300	\$ 300	Docketing, payment, and reporting
Combined Section 8 & 9 Filings	\$ 425	\$ 600	Efficiencies from the combined filing
Grace Period Surcharges per Filing	\$ 100	\$ -	Additional government fees

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REGISTERED MARKS (USD)

DEFENSE

PROFESSIONAL SERVICES	GOVERNMENT FEE	PROFESSIONAL FEE	COMMENTS
Trademark Monitoring & Reporting	\$ -	\$ 100 per month, per mark	Monthly report for conflicting marks
Opposing a Pending Trademark Application	\$ 600 per class	\$ 1,500	Opposing a pending application
Filing a Petition for Cancellation	\$ 600 per class	\$ 2,000	Attacking a registered mark

OFFENSE

PROFESSIONAL SERVICES	PROFESSIONAL FEE		COMMENTS
Trademark Monitoring & Reporting	\$ 100 per month, per mark		Monthly report for potential infringers
Trademark Infringement Assessment	\$ 300 per mark		Quick estimate of likelihood of success
Trademark Infringement Opinion	\$ 2,000 per mark		Written legal opinion
Cease-and-Desist Letter	\$ 900 per mark		Drafting and delivering
Trademark Dispute Resolution	Hourly		All pre-litigation correspondence
Trademark Licensing Agreement	Hourly		Negotiating the agreement
Trademark Consent & Coexistence Agreement	Hourly		Negotiating the agreement
Reporting Trademark Infringement to Amazon et al.	Hourly		Contacting others on your behalf
Advocating for Control of Infringing Social Media Accounts	Hourly		Contacting others on your behalf
Trademark Litigation Referral	Hourly		Contacting others on your behalf

TRANSACTIONS

PROFESSIONAL SERVICES	PROFESSIONAL FEE		COMMENTS
Trademark Valuation	Hourly		Requires a third party appraiser
Negotiating a Trademark Acquisition Agreement	Hourly		Including initial contacts
Recording a Security Interest in a Trademark	Hourly		Preparation and recordation

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INTERNATIONAL TRADEMARKS (USD)

PREPARATION & PROSECUTION

MADRID PROTOCOL APPLICATION	GOVERNMENT FEE			PROFESSIONAL FEE		COMMENTS
	1 CL.	2 CL.	3 CL.	FIRST	ADD'L	
Basic Filing Fee - US Designation (no color)	\$ 738	\$ 738	\$ 738	\$ 1,500	\$ 150	Initial filing fees
Basic Filing Fee - US Designation (with color)	\$ 283	\$ 283	\$ 283			
National Fee for popular Contracting Parties						
Australia	\$ 262	\$ 524	\$ 786	(see above)		Per country estimates from WIPO
Canada	\$ 338	\$ 441	\$ 544			
China	\$ 281	\$ 423	\$ 564			
European Union	\$ 892	\$ 946	\$ 1,109			
Japan	\$ 301	\$ 583	\$ 866			
Mexico	\$ 149	\$ 298	\$ 447			
Republic of Korea	\$ 216	\$ 432	\$ 647			
UK	\$ 228	\$ 292	\$ 355			
TOTAL EST. MADRID COST - US Designation (no color)	\$ 3,405	\$ 6,476	\$ 8,006	(included at left)		Minimum retainer request
Receiving, reporting, and responding to an Office Action	Hourly					Est. cost of between \$1,000 and \$3,000
ASSUMED EXCHANGED RATE (15MAR2024)	\$ 1.13	USD	\$ 1.00	CHF*	*Designated currency for WIPO	